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Author:
Stern Bros. & Co.,
New York
Title:
Store information

Place:
[New York]
Date:
[193-]

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MASTER NEGATIVE #

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Stern bros, & co., New York.
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Multigraphed.

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A&P

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Stern Brothers

Now that You
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There Are Some Things You
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STORE INFORMATION

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STERN BROTHERS
TRAINING DEPARTMENT

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FOREWORD

Stern's is chiefly people. We have hundreds of thousands of dollars worth of merchandise and building equipment, but what makes these things live is the working organization - the ideals and performances of people.

You have been hired for certain good qualities we see in you. We want you to like it here and hope that you will find your work so satisfactory that you will do your job to the best of your capacity.

We will do all we can to make that possible.

A FEW OF OUR POLICIES

It is our aim at all times to offer customers what they want when they want it, to give them merchandise, that is correctly styled, carefully selected and well made.

1. We endeavor to sell reasonably priced merchandise, and to give customers values at least comparable to other stores of equal standing.

2. We believe in approaching the customer promptly, in serving her courteously, and in doing everything possible to insure the customer's complete satisfaction.

3. In our advertising and in our selling, we do not misrepresent value, material, workmanship, or anything else.

4. We maintain a one price policy. Merchandise is never marked down on the floor in the presence of the customer.

5. We tactfully ask our customers to take with them merchandise that can be carried comfortably.

6. We are a member of the N.R.A and want to abide by its rulings. Please cooperate with us.

STORE HISTORY

In 1867 - four brothers, Isaac, Bernard, Louis and Benjamin Stern opened a store on 6th Avenue at 23rd, Street, and called it Stern Brothers. The business grew so rapidly that the quarters had to be extended and a new site was acquired in 1878 on 23rd Street between 5th and 6th Avenues. During this time Bernard Stern died and the business was continued by Isaac, Louis and Benjamin.

The second store, when first opened on 23rd Street, was good sized for the times, and the business continued to grow until in the early '90s when other property was purchased and the store was extended westerly on 23rd Street. Subsequently, a further addition was made easterly through to 22nd Street.

Bits of description from people who knew the store at this time give the impression that it expressed the spirit of the gay nineties in an elegant manner. Stools upholstered in green plush were in front of every counter inviting the grand ladies to shop in leisure and comfort. There were no telephones, but pages in smart uniforms carried messages. The large entrance, known as the lobby, was so inviting that it became the popular appointment place of the day.

This building had six floors and had departments divided much in the same way that we do today. Our mechanical equipment was modern for the time but to compare our present tube system with the carrier that ran along the wall and across the ceiling shows how much improvement has been made since then.

We boasted of the smartest delivery wagons in town. Ours were the horses that took many prizes at Madison Square Garden Horse Shows. This fact was no accident for Mr. Isaac Stern, called the father of the store, made regular inspection of the horses and wagons. If one bridle was found the least out of trim

he was very displeased. He demanded that all equipment be kept in perfect condition. He maintained this high standard of operation throughout the organization.

Many of the employees later developed into leaders in the retailing field. The most distinguished perhaps being Mr. Franklin Simon, who came to Stern's as a boy, later became buyer, then finally opened his own well-known establishment on Fifth Avenue.

With this efficient equipment, these outstanding employees, and the excellent supervision, the service could only result in the best - the kind of service that the exclusive clientele of the store expected, demanded and took for granted.

This combination of superior merchandise, excellent service, and a convenient location, was sufficient to attract such families as the Vanderbilts, Goulds, Astors and many others of social prominence. We had what was spoken of as the "Carriage Trade" - in fact there were frequently four rows of carriages in front of the door, so many, that it required men for traffic regulation. We still have a carriage entrance located on the 43rd Street side of the store. Stern's occupied a dignified and honored position in the community. It ranked with Altmans, Lord & Taylor and Wanamaker as one of the four great stores of New York.

Prior to 1910 Mr. Isaac Stern sold his share of the business to his two brothers who realized that the shopping center was gradually moving up-town. In order to keep abreast with the movement, the present site was obtained in 1912 and the new store was completed by 1913.

The brothers had faith in the ultimate development of this district, but for a few years after the move, the store suffered from the change to a location that was then somewhat out of the way.

In 1925, Louis and Benjamin Stern, no longer young men, sold the store to a banking syndicate.

Thus we see that Stern Brothers today is an institution rich in heritage and tradition. This is important to a store for the yesterdays have had an important part in determining what we are today.

Time has proved the wisdom of Stern Brothers in selecting 42nd Street as the location of their new store, for it has become the busiest crosstown street in New York. Around the store has grown up the second largest business district in the Metropolitan Area. Only the Wall Street section excels it. Stern Brothers is the nearest store to Times Square and to the Grand Central Station. It is in the midst of the theatrical district.

Mr. William Riordan, our store president, has been with us since 1932. Under the present management and the leadership of our president, we have every confidence in the future. You are fortunate to be a member of this organization, and we welcome you to our group.

THE KIND OF SALESMANSHIP WE EXPECT.....

1. A prompt, pleasant approach:

   - open the sale with a selling point about the merchandise the customer is examining.

   or

   - "Good Morning"--"Good Afternoon"

2. Make the "just looker" feel welcome - offer to show her new merchandise - tell her that all your stock is not on display -- remember she may not buy today nor tomorrow, but if she is looking, she has an eventual purchase in mind.

3. Use your judgment as to size - show the customer colors that will become her - never ask price - start with your medium price line and build up or down (preferably up) - avoid asking unnecessary questions.

4. If you know your stock thoroughly, you won't show too much or too little merchandise.

5. The best technique of selling is to discuss the facts about the merchandise in question - materials, workmanship, durability, use, suitability, style, washability.

6. Meet customer's objections honestly and tactfully - the "yes, but" answer is always effective. Don't argue.

7. Stop showing merchandise when the customer hesitates among two or three items. Concentrate on one.

8. Do ensemble selling - a coat is never worn without the appropriate hat, gloves, shoes, bag. Towels suggest wash cloths. Pans suggest pots. China is used with glassware. Sell completely.

9. The customer does not care to know what your family or friends wear or use in their homes. They do not enjoy being called names such as "dearie".

10. Sell merchandise to stay sold. Never encourage approvals - see your Section Manager before sending out merchandise that you think may come back. Your daily gross sales minus your credits is what counts in the final analysis.

11. If the package is small or can be enclosed in another purchase, ask your customer to take it with her.

12. Close your sale with warmth - invite the customer to return - give her your name - if she has made no purchase treat her as if she had - <u>always</u> Thank her.

Remember: The customer is Stern's guest while she is in the store. You are the host or hostess.

HOURS OF BUSINESS

The store is open for business regularly from 9:30 A.M. to 6:00 P.M. Employees' doors are open at 8:45 A.M. in the morning, and early shift employees, except those on special schedules, are required to be in their departments ready for business at 9:20 A.M. The group on the second shift will report to their departments no later than 10:40 A.M. All time cards must be punched ten minutes before the hour specified on the time card.

No one may remain in his department longer than the time specified on his time card. Part time and extra

employees are given a special time schedule by Employment Office.

EMPLOYEE ENTRANCE

Employees will always enter and leave by the employees' entrances as follows:

All employees who use a time card will use the 43rd Street entrance near Fifth Avenue.

Executives use the entrance at corner of 43rd Street and 6th Avenue.

IDENTIFICATION CARDS

All employees are required to present their weekly identification card for admittance to the building.

REGISTERING TIME

Full Time Regular Selling Employees

1. Will register their time on the time clocks twice daily:
   a. Arriving in the morning
   b. Leaving in the evening

2. They will sign the time sheet in the department four times daily:
   a. Arriving in the morning
   b. Out to lunch
   c. Back from lunch
   d. Leaving in the evening

3. The time sheet will show no more than 60 minutes for lunch.

In the event that an employee leaves the building on a pass, he will stamp his card upon both leaving an returning.

E & C Selling Employees

1. Will register their time on the clocks four times daily.

a. Arriving in the morning
b. Out to lunch
c. Back from lunch
d. Leaving in the evening

2. Will sign the time sheet four times daily:

a. Arriving in the morning
b. Out to lunch
c. Back from lunch
d. Leaving in the evening

3. They will, upon reporting to the store, find their daily assignments as to department and hours to work on the back of the time card. The Floor Superintendent will issue to each E or C person a "Borrowed Help" slip.

a. At the close of the day, the E. & C employee will fill in his total sales for the day on the time sheet and the "Borrowed Help" slip and have the latter signed by Section Manager.

b. The employee will leave the "Borrowed Help" slip in the box provided for that purpose on the Time Keeper's desk.

4. The time sheet will show no more than 60 minutes from the department for lunch. The time card will show no more than 50 minutes for lunch.

11:00 to 3:00 people are entitled to no lunch period.

11:00 to 4:30 people are entitled to 1/2 hour for lunch.

12:50 to 6:20 people are entitled to 1/2 hour for lunch.

Non-Selling Employees

1. Will register on the time clocks two times daily.

a. Arriving in the morning
b. Leaving in the evening

2. In the event that an employee leaves the building on a pass, he will stamp his card upon both leaving and returning.

N. R. A.

Under the N.R.A., employees, with the following exceptions, will work no more than forty hours a week:

Professionals	Outside Delivery Men
Executives	Watchmen
Maintenance	Detectives

Five weeks a year, those employees who work 40 hours a week may work 48 hours.

LEAVING THE DEPARTMENT

When employees leave their departments for any reason during the day, they must secure permission from the Section Manager or Department Head.

LEAVING THE BUILDING

Except for assigned lunch period, no one is permitted to leave the building during working hours except on passes issued as follows:

House or Personal Business

Selling Departments:

a. A business pass is obtained from the Section Manager and countersigned by the Floor Superintendent.

b. A personal pass is obtained from the Section Manager.

Non-Selling Departments:

A pass is obtained from the Department Head.

Illness

A pass is secured only from the Nurse in the Hospital and countersigned by the Employment Office.

All employees must stamp time card when leaving or entering the building on any pass whatsoever.

SALARIES

Pay envelopes are distributed to all regular employees, including Part Time employees, Tuesday for the week ending the previous Saturday.

C & E salespeople and non-selling extras are paid each Saturday evening from the Basement Tube room.

Current identification cards will be signed by the employee and exchanged for the pay envelope. New identification cards are enclosed in the envelope.

If any employee is absent the day before or the day after a holiday, he forfeits pay for the absence and also for the holiday.

LOCKERS

Lockers of the latest type are assigned to every employee by the Employment Office.

A deduction of 50¢ is made from the first week's salary as a deposit for the locker key.

If a key is lost, a new one may be secured from the Employment Office, and an additional 50¢ deposit will be deducted.

At the termination of employment, the 50¢ deposit is refunded upon the return of the key to the Employment Office.

Employees are responsible for the protection of their own property. They must not bring any valuables into the building and lockers must be kept locked at all times.

Valuables or money should not be left in the locker but should be placed in a small purse and carried on the person.

Large purses or boxes with toilet articles must be left in the lockers and never taken to the department.

Articles of Clothing Are Not To Be Taken To The Department.

PACKAGES

Employees are not permitted to keep packages in their lockers. The following regulations will be observed:

Parcels To Be Checked

Leave all parcels to be taken at night with the Doorman labelled Parcel Room. He will give you a claim check, which you will present at the parcel room when leaving.

Merchandise For Credit

Merchandise returned for credit, exchange or adjustment is left at the door with a note to that effect, and a credit claim check given to the employee. The package is then sent to the floor where the purchase was made. The Service Desk will issue a credit for the returned merchandise and the employee will get the credit or can make an exchange by calling at the credit desk the following day.

Items For Wear In the Store, Such As Smocks And Shoes

Employees are permitted to enter the building in the morning with shoes or smocks which they might want to wear during the day. The Doorman will open such packages to see that they contain the items mentioned above and the employee may then take the package directly to his or her locker.

ABSENCES

Irregularity of attendance and tardiness count seriously against your record. If you must be absent for any reason, call the Employment Office as soon as the store opens. (Members of the Mutual Aid Association must report illness in writing to the Nurse in the Hospital.)

Upon returning after an illness, you will report to the Hospital and obtain a written "O.K. To Work" from the Doctor. This permits you to secure your time card from

the Employment Office.

For any other absence, you will report to the Employment Office for a time card.

CHANGE OF ADDRESS

If you change your address or telephone number, please notify the Employment Office immediately.

WHAT TO WEAR

These regulations apply to all salespeople and non-selling employees whose work takes them regularly to the selling floor.

Women

Navy blue or black dresses suitable for business, with only a small touch of color for trimming.

From June 1st to October 1st, businesslike white or cream colored blouses with navy or black skirts, or all white dresses may be worn.

Sleeves at least 4" from the armpit in length
Dark shoes suitable for business
No conspicuous jewelry or earrings of any description
Only natural nail polish may be used

Men

Dark conservative suits. Starched or semi-starched soft white collars (except in the Men's Furnishings Department).

Dark shoes

Exceptions

Office employees who are not regularly on the selling floor may wear other colors, but the style must be simple in design and suitable for business.

Smocks are not permitted on the selling floor.

ELEVATORS

Employees may use passenger elevators - number 5, 6, 15.

When riding elevators, employees will not converse with each other, or the elevator operators, and will show every possible courtesy to customers in answering inquiries and permitting them to enter and leave the elevator first.

SHOPPING

Hours

Employee shopping hours are from 9:30 to 11 o'clock A.M. and from 4 to 6 o'clock P.M. Employees will shop in the morning before punching in or after punching out in the evening.

When a purchase is made, employees are required to show their identification cards to prove they are entitled to discount. Dependents must be accompanied by the employee.

Small packages are to be sent to the Parcel Room, and the employee will carry them home.

DISCOUNTS

Employees receive a discount of 10% on merchandise purchased for personal use or for dependents of employees except in certain sections where all merchandise is net.

E & C people are entitled to discount only on the days they work.

EMPLOYEES' CHARGE ACCOUNTS

After employees have been in the store continuously for three months, they may charge purchases against their salary. The full amount of the purchase is deducted the following week.

PURCHASES

Employees must have all purchases sent to the Parcel Room, except large packages.

Packages are claimed at the Parcel Room by presenting the customer's receipt section of the Salescheck given to the employee at the time of purchase.

Merchandise for emergencies, such as hosiery or handkerchiefs for immediate use, may be authorized by the Section Manager for delivery at the counter.

TREATMENT OF EMPLOYEE CUSTOMERS

Give to employees shopping in your department the courteous treatment that you yourself want to receive in their departments.

BUSINESS ATTITUDE

It is the aim of Stern Brothers to maintain a dignified, courteous, and orderly atmosphere throughout the store.

Employees are not permitted to converse in groups on the floor, or to talk together on elevators.

Address each other during business hours on the selling floors with the proper title Miss, Mrs. or Mr. Never use the first name.

Chewing gum or eating candy or food of any kind is prohibited on selling floors.

TELEPHONES

Employees near any ringing telephone should answer the call. When answering, speak in a pleasant voice giving the name of the department and your name. For example: "Glove Department, Miss Smith speaking". If it is necessary to call someone, cover the mouthpiece, make sure the person called hears and answers the telephone. If it is necessary to take a message, take it accurately and see that it is delivered. Telephones must not be used for personal calls.

ADVERTISEMENTS

It is important to become familiar with the store advertisements as soon as they appear. Copies of the advertisements for the day are sent to each selling department and each salesperson is held responsible for reading them.

Hospital

A hospital and quiet room is maintained on the eighth floor. A doctor is in attendance daily from 9:30 A.M. to 11:30 A.M. and a nurse is in attendance the entire day.

Employees may visit the hospital any time during the day with the permission of the Section Manager or Department Head.

Dentist

The hospital is equipped with a dental laboratory in charge of a dentist, who by appointment will do ordinary dental work for employees at nominal fees. He will also take care of emergency treatments.

Chiropodist

There is a chiropodist in the Beauty Salon who charges a special rate for employees. He will make appointments between the hours of 9:30 and 10:30 A.M. and 5:00 and 6:00 P.M.

Beauty Salon

The Beauty Salon Maintains special employees' prices during shopping hours on Monday, Tuesday, Wednesday, Thursday.

However, only the regular 10% discount is given on Friday and Saturday.

Cafeteria

The Cafeteria is located on the eighth floor. It is open for lunch at 11:00 A. M. Employees may procure excellent food at low cost.

Accidents

Report to your Section Manager immediately any accident occurring to yourself, and visit the

hospital at once.

Report to your Section Manager immediately all accidents happening to customers no matter how slight they may be. The hospital on the eighth floor is open to customers for emergency treatment. Customers must always be accompanied to the hospital by an employee.

STERN BROTHERS EMPLOYEES' ASSOCIATION

This association provides for its members health and accident insurance at a very low cost. It is governed by twelve directors elected by members of the association.

Benefits are paid for all illnesses lasting one week or more. Half the benefit for the first week, full benefit for each week after that for a total of twelve weeks.

All illnesses must be reported in writing to the Nurse in the Hospital. Benefit starting date not to be more than two days prior to receipt of such notice.

IMPORTANT REMINDERS

1. When Taking A Name and Address

   a. Ask customer to spell her name and address to you.

   b. Spell name and address back to the customer.

   c. Turn book to customer so that she may examine the name and address for accuracy.

2. The Sales Approach We Want You To Use Is

   Good Morning or Good Afternoon; or the Merchandise Approach, saying something about the merchandise the customer is examining.

3. The Correct Way To Handle An Even Exchange

   a. Call Section Manager to open the package and interview the customer.

   b. Write "credit-by-exchange" salescheck, including customer's name and address in "charge to" space.

   c. Have it signed by Section Manager and send original to tube room in black end carrier.

4. A Customer Is Given A Receipt

   on every transaction.

5. When the Merchandise purchased is to be Wrapped As A Gift, one sticker is placed on the duplicate and one on the tissue.

6. There are public Telephones on All Selling Floors.

7. A Section Manager Signs a Charge Transaction

   a. On all "charge takens" over $5.00

   b. On all charge transactions when someone is using the account other than the person in whose name the account is listed.

   c. On all employees' transactions.

8. Postal Services Available To Customers

   a. Packages are wrapped for mailing at the accommodation desk on the balcony.

   b. Stamps may be purchased and letters and packages mailed from the Main Floor Service Desk.

9. A 20% Deposit Is Required On

   a. All breakable merchandise.
   b. Yardage cut from the bolt, less than 1-½ yards.
   c. Special orders.
   d. Alterations, monogramming, initialing.
   e. On C.O.D. parcel post and express packages.
   f. "Will Calls" and future deliveries.

10. The Six O'Clock Delivery goes to all Hotels between 8th Avenue and 61st Street East and West on Manhattan.

11. When a Lot Price for Two or More articles is made, the word "For" is entered instead of the Unit Price on the salescheck.

12. If a customer tells you that she has changed her charge address, write New Address in "Charge To" space and the Former Address under the item On The Body of the check.

13. If A Customer Wishes To Enclose A Package With Her Purchase

    a. Call your Section Manager and he will decide whether or not the package is to be enclosed.

    b. Spell number of packages and write value of enclosure in the space provided.

    c. Print customer's name and address on enclosure and have Section Manager sign both check and package.

14. If the customer pays for merchandise with a Paid Credit Slip Write Customer's Name and Address In "Charge To" space; copy credit number on body of check and proceed as in a paid transaction. No signatures are required.

15. At the end of the day the "Borrowed Help" Slip is filled out completely, signed by Section Manager and Placed in box at Time Keeper's Desk.

16. If a customer Pays By Bank Check, fill in Customer's Name and Address In "Charge To" Space. Write "paid by check" on body of salescheck and have Section Manager sign.

17. When Answering The Telephone, Repeat Department Name and your Name

    Example: Hosiery Department
    Miss Smith speaking

18. Employees' Discount sales must be Signed by the Customer and the Section Manager.

19. All Names and Addresses On The Salescheck Must Be Printed.

20. On a transaction that is charged to one address and sent to another address, the Sending Address Appears Twice - on the sending label and top voucher.

21. On a Gift Transaction Two Stickers Are Used - one on the tissue, and one on body of duplicate salescheck.

22. The Section Manager is always called to Open a Package which a Customer Returns for credit or exchange.

23. On a Future Delivery Transaction Two Stickers are used - one on the tissue and one on the sending label.

24. A Charge Taken Transaction over $2.00 is Never Released To The Customer Without An Authorized Sending Label.

25. You Can Save Money For The Store By Encouraging Customers To Take Merchandise With Them

    a. "I'll have your package in a moment".
    b. "You will take this with you"?
    c. "If you are making other purchases in the store, why not enclose this and have everything arrive at once"?

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Stern brothers

Now that you are one of us

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